

From: [Keigwin, Richard](#)
To: [Anderson, Neil](#); [Russell Wasem](#)
Subject: Fw: Rodenticides Communication Strategy
Date: Wednesday, January 30, 2013 7:36:42 AM
Attachments: [Rodenticide Comm Strat 1-30-13.doc](#)

Can you and Rusty join me for the calls to the companies? I presume you have telephone numbers. Thanks!

----- Forwarded by Richard Keigwin/DC/USEPA/US on 01/30/2013 07:35 AM -----

From: Anne Overstreet/DC/USEPA/US

To: Richard Keigwin/DC/USEPA/US@EPA, Neil Anderson/DC/USEPA/US@EPA, Laura Parsons/DC/USEPA/US@EPA, Russell Wasem/DC/USEPA/US@EPA, Darlene Dinkins/DC/USEPA/US@EPA, Robert Perlis/DC/USEPA/US@EPA, Carol Stangel/DC/USEPA/US@EPA

Cc: Robert McNally/DC/USEPA/US@EPA, Jay Ellenberger/DC/USEPA/US@EPA, Yvette Hopkins/DC/USEPA/US@EPA

Date: 01/30/2013 07:33 AM

Subject: Fw: Rodenticides Communication Strategy

Team,

Attached is the most recent OPA approved comm strat below. It includes the press release, web links and updated social media messages. I hope you find this helpful in our outreach efforts today.

Thanks to everyone for making this run so smoothly thus far. Now, let's roll this out!

Anne Overstreet, Chief

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Environmental Protection Agency

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----- Forwarded by Anne Overstreet/DC/USEPA/US on 01/30/2013 07:27 AM -----

From: Anne Overstreet/DC/USEPA/US

To: "Steven Bradbury" <Bradbury.Steven@epamail.epa.gov>, "Zaida Figueroa" <Figueroa.Zaida@epamail.epa.gov>, "Sherry Sterling" <Sterling.Sherry@epamail.epa.gov>

Cc: Kelly Sherman/DC/USEPA/US@EPA, Darlene Dinkins/DC/USEPA/US@EPA, Robert Mcnally/DC/USEPA/US@EPA, Jay Ellenberger/DC/USEPA/US@EPA

Date: 01/30/2013 07:26 AM

Subject: Rodenticides Communication Strategy

Attached is the most recent Rodenticides Communication Strategy which reflects edits from OPA. Note that the internal alert issuance is listed as "done" but won't be sent until 8AM. I have also included the OPA approved press release language.

Anne Overstreet, Chief

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